

June 1st . . . Ten Cents

Maclean's

Canada's National Magazine



CARL
ZIEGLER
34

FORGOTTEN MONEY—Is Your Name Listed?—See Inside

GM
GENERAL
MOTORS
PRODUCTS

Couldn't Believe Only a Few Extra Dollars Could Buy So Much More Car Until I Saw the New Dodge

SAY THOUSANDS OF MOTORISTS EVERYWHERE . . .



Wit and Wisdom

In Fewer Words

An Old Problem—
When I look at you, I see a blue
By that I mean you are as blue
As the sky and as blue as the sea
That is how I feel in your company.
—Vanderbilt

These Radio Jokes—Conradson had
no radio, but he didn't mind one of them if
it turned off the vacuum. —Radio Joke

Farwell to Chaps—Conradson is a
good man, as a church is doing because the
man is so good. —Conradson (joke)

The Height of Miss—We had heard of a
woman so highly married that she has to
go to the moon to enjoy it good any.
—Tom (joke)

Simple English—A Wall Street broker
has a bookish tone, but there are
hundreds of men in the stock market whose
conversations are so simple that they could
be used as a model. —Joke

In All Things—There should be some
in the government of the U.S., a few
of the people. —Joke

By and By—The father of the
children, but, as they grow up, it is
not so easy to tell. —Joke

At Last's Reason—The first
time, but, as they grow up, it is
not so easy to tell. —Joke

Good Old American—A pattern of
a man in the stock market, but, as
they grow up, it is not so easy to tell.
—Joke

A Good Depression Writer—The
man, but, as they grow up, it is
not so easy to tell. —Joke

Forbid, Conclude—It is not
impossible to do what you want to do,
but, as they grow up, it is not so easy to tell.
—Joke

Being and Having—The man
is not a man, but, as they grow up, it is
not so easy to tell. —Joke

Happy Birthday—The man
is not a man, but, as they grow up, it is
not so easy to tell. —Joke

The Winkling Whisker—The
man is not a man, but, as they grow up, it is
not so easy to tell. —Joke

Mockers—The man is not a man,
but, as they grow up, it is not so easy to tell.
—Joke

Useful Remarks—The man is not a man,
but, as they grow up, it is not so easy to tell.
—Joke



"Hey! Come back here! You can't
do enough to get!" —Joke

Renewed Laughter

A New Wife—The man is not a man,
but, as they grow up, it is not so easy to tell.
—Joke

The Man—The man is not a man,
but, as they grow up, it is not so easy to tell.
—Joke

In This—The man is not a man,
but, as they grow up, it is not so easy to tell.
—Joke

The Man—The man is not a man,
but, as they grow up, it is not so easy to tell.
—Joke

At Last's Reason—The man is not a man,
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Roominess and Riding Comfort

REAL roomy comfort and convenience
have been built into the New Ford V-8.
You begin to appreciate it when you
first step into the car. You are doubly
sure of it when you take it out on the
road and note how smoothly and readily
it glides along.

Many, many purchasers have said—
"I had no idea it was such a big car and
so comfortable."

There are a number of reasons for
the riding comfort of the New Ford V-8.
As all four wheels are on all
roads—wider, more flexible
MacPherson springs, double

acting, self-adjusting, hydraulic shock
absorbers, softer seat springs and
deeper, more luxurious seat cushions.

The compact V-8 engine takes up less
space in the hood and allows more of
the car's length to be used for the
passenger. This results in extra room
in both the front and rear compartments.
Actual measurements show that
the New Ford V-8 gives you more leg
room, more seat room and more head
room than any other low-price car. Slide
in it yourself and see how much
more it gives you in performance,
safety and comfort.

ONLY CAR
UNDER \$4000
WITH A V-TYPE
EIGHT-CYLINDER
ENGINE

Eight-cylinder speed, power and
smoothness, plus unusual grace
and all economy. New dual
carburetors and dual intake manifold
give extra miles per gallon.



NEW FORD V-8

THE MOST ECONOMICAL
FORD CAR EVER BUILT



"You'll have to play for an extra, Doc!"



The Major goes for a spin.



"Was there you down with the Sherman Toy Shoppers a
order of a case of chicken soup?"



1. Her Majesty
2. Silhouette
3. Ambassador

Many helpful hints on table setting and entertaining will be found in the new free booklet, "YOUR TABLE"—write for it today to Sales Offices, International Silver Co. of Canada, Limited, Concourse Bldg., Toronto, Ontario.



Here is "Alphie Elephant" for the kiddies... he carries the Baby Cup at \$2.00 or the Educator Fork and Spoon set at \$2.50.

1847 ROGERS BROS.

Original Rogers Silverplate

EXCELLENCE of table appointments is most essential to success in home entertaining... beautiful china... the finest of linen... and Silverplate beyond question in quality and propriety.

The hostess thus equipped may enjoy the confidence that her table appointments warrant the commendation of even her most fastidious guests.

You buy 1847 Rogers Bros. Original Rogers Silverplate with the greatest confidence, for this finest of Silverplate has a reputation of 87 years of continuous service and satisfaction.

The following suggestions will be found helpful to the hostess in choosing 1847 Rogers Bros. Original Rogers Silverplate:—

- Teaspoons are \$3.25 for six.
- Butter Spreaders are \$6.00 for six.
- Large Berry Spoon at \$3.00.
- Pierced Round Server at \$3.00.
- Butter Knife and Sugar Shell set at \$2.00.
- Salad Forks are \$6.50 for six.

Your nearest Silverware Dealer will be pleased to show you these charming pieces and the beautiful "Prevent-Tarnish" Chests of Silverplate in a wide range of delightful 1847 Rogers Bros. patterns.



1847 ROGERS BROS.

Original Rogers Silverplate



4. Old Colony

AN [I] [S] INTERNATIONAL SILVER CO. PRODUCT